

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No.:	09/624,439	Confirmation No.:	5413
Applicants:	Jonathan Ellenberg, et al.	Group Art Unit:	3693
		Examiner:	Felten, Daniel S.
Filed:	July 24, 2000		
		Customer No.:	27123
For:	SYSTEM AND METHOD FOR CONDUCTING A CUSTOMER AFFINITY PROGRAM AUCTION		

**AMENDMENT UNDER 37 C.F.R. § 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the non-final Office Action dated May 10, 2007, please amend the above identified application as indicated below:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper; and

**Remarks/Arguments** begin on page 10 of this paper.